

CHAPTER I

INTRODUCTION

This chapter covers the background of study, purposes of the research, statements of problems, limitation of the study, and thesis organizations. Background of the study involves the definition of attacking as well as the development of local media in reporting attacking incidents.

1.1 Background of the Study

News on mass attacking is the coverage of incidents that involve mass threat to certain groups or community, such as bombings, terrorism, homicide, genocide, and mass killings, which could cause death or disability and be considered “crisis when they are perceived to threaten the core values of underlie society” (Mogensen, 2008 as cited in Tamborini, Hofer, Prabhu, Grall, Novotny, Hahn, &

Klebig, 2017, p.2). Such news reports are always under international, national, and local media coverage. Recently, news reports including news on attacking have been recast by a variety of media resources to deliver to their audiences. In recasting news, news agencies have a role in processing news (see Fairclough, 2000; Boyd-Barrett, 1980; Boyd-Barrett & Rantanen, 1998). In this case, media attempts to politicize or delivering the issues under people's attention (see Johnson & Milani, 2010) in the process of adjusting information to be delivered properly (see van Dijk, 2011; Franklin, 2005; Hill, 2016, Nielsen, 2015; Bell, 1991). These strategies concerning the politics of media reporting may contribute to shifting meanings of the messages, such as on attacking incidents, that have the potentials to mobilize readers' perceptions and reactions to the incidents, the victims, and the actors.

Attacking incidents possess huge influences and after-effects in numerous aspects, such as social, politics, culture, communication, and economy. Therefore,

news coverage of attacking incidents developing as a public consumption may lead to modifying the way public perceives the particular incidents. As a result, attacking incidents get a major attention from researchers (see e.g. Baker, 2010; Boomgaarden & de Vreese, 2007; Goldman, 2010; Mogensen, 2008; Nacos & Torres-Reyna, 2003; Pfefferbaum, Nitiema, Pfefferbaum, Houston, Tucker, Jeon-Slaughter, & North, 2016) as a medium to gain an in-depth understanding as well as contributing to their respective field. Those studies investigate the relations and impacts of attacking incidents from various disciplines. Those studies also reveal that attacking incidents may result in negative after-effects in economy, society, and psychology.

As mentioned in the studies above, attacking incidents in the forms of terrorism, suicide bombing, mass killing, or kidnapping heavily rely on media coverage in order to attract public attention (Jetter, 2016). For example, terrorist attack utilizes media coverage to convey intended messages of a particular group

rather than to aim at specific victims. By taking into account the causality, media exposure of attacking incidents and terrorism may encourage further attacks. The impacts of terrorism attack do not only influence the monetary revenue but also the non-market values or utility losses (Prieto-Rodriguez, Rodriguez, Salas, & Suarez-Pandiello, 2008). Based on multidimensional index of relevant social impacts, the consequences take place in the manifestation that engrains in the citizen's state of mind. These results strengthen the assumption that attacking incidents and terrorism may affect a wide range of aspects either directly or indirectly.

In reporting attacking incidents, the news is frequently organized to report the chronology of the incidents by involving numerous perspectives. This phenomenon has been framed in a certain way by the mass media through the interpersonal strategies to generate potential meanings. Some studies have seen the relation of interpersonal strategies as reflected in the media to generate

potential meanings. For example, White (1998) explores the rhetorical properties in modern news report by using language of evaluation as interpersonal strategies. On the other hand, another study by McCabe and Heilman (2007) investigates interpersonal differences between news reports and editorials by taking into account the choices of language appraisal. Other studies analyzing interpersonal meaning and media practices attempt to investigate the ideology or politics of media through its language mechanism (see e.g. Ekawati, 2015; Suherman, 2008; Metasari, 2013).

Those studies show the consequences of media in using interpersonal strategies on certain groups. The insertion of interpersonal strategies may also disclose the relation between how certain media perceive the individuals involved in the incidents through the degree of assessments or evaluations. In addition, previous studies also show specific approaches to understanding the discourse of attacking in news reports, such as employing corpus-based general stereotypes

associating with the issue. However, it is important to address the function or the mechanism of language appraisal in media from various contexts. Until now, there have been little references in observing the mechanism of language of evaluation in Indonesia's newspapers, especially in the context of attacking incidents.

Therefore, to provide a specified portrayal of politics of media and to yield different results of the study on attacking incidents, this study focuses on investigating the type of appraisal strategies and interpreting their potential meanings. This study involves the analysis of systematic patterns of interpersonal meaning to create a distinctive style of news reports, namely Appraisal System, which includes semantic category that contributes to negotiating and naturalizing positions of social evaluation (White, 1998). The framework performs the function of modeling the discourse-semantic relationship in the context of media, especially in using language function as tool of evaluation. The involvement of

attitude towards the attacking incidents may reveal how media construct texts and utilize linguistic mechanism to show emotions and assessments as well as to position their audiences to do or feel likewise.

This present study is based on the assumption that the language of media plays a crucial role in politicizing news to lead to intended meanings (see Fairclough & Fairclough, 2000). Therefore, interpersonal meaning strategies are assumed to contribute much to creating meanings. By drawing on the Martin and White's (2005) framework of Appraisal System, this study is expected to reveal the Indonesia's newspapers' appraisal strategies in delivering the reports of attacking incidents as well as the way appraisal strategies contribute to creating potential meanings for the readers.

More specifically, this study is guided by the following detailed research designs.

1.2 Purpose of Research

7

Maretha Dwiastuti Putri, 2018

AN APPRAISAL ANALYSIS OF NEWS REPORTS ON ATTACKING INCIDENTS IN INDONESIA'S NEWSPAPERS: A CASE OF PIKIRAN RAKYAT AND THE JAKARTA POST

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

The aim of the research is to investigate types of appraisal strategies employed by Indonesia's newspapers in reporting news on attacking and to explain the meaning potentials based on the news reports' appraisal strategies.

1.3 Statements of Problems

The following research questions are covered in the research:

1. What types of attitudinal system are employed by Indonesia's newspapers in reporting news of attacking incidents?
2. What potential meanings can be inferred from the attitudinal system in the news reports on attacking incidents?

1.4 Significance of the Study

This study is expected to enrich the existing literature on Appraisal System as well as to contribute to the analysis of media discourses. This study is supposed to

present the politics of media in reporting global issue, including attacking and terrorism. The politics of media involves localizing global issue and adjusting the news reports to be acceptable for the target audiences. This concept of politics of media interjects to improving reader's critical thinking and recognizing that media does not only report global issue but also perform certain actions on the audiences.

On the other hand, this study focuses on linguistics and media study. This study may contribute as a reference for language students or media practitioners as this study contributes to showing how media makes use of language to deliver certain meanings to the audiences as a form of media politics.

1.5 Limitations of the Study

This study takes into account the Indonesia's newspapers in reporting attacking incidents. The scope of study is limited to the analysis of language

appraisal strategy as a derivation of interpersonal meaning, especially the analysis of *attitude* employed by local media. Further, this study is limited to analysis of attitude sub-system. This study is also context-limited to Indonesia's media, especially newspapers. Methodologically, this study can be expanded or analyzed using different approaches, such as Critical Discourse Analysis to investigate ideology of reporting attacking incidents in more in-depth perspective intertextually, or corpus-based analysis to observe the trend of appraisal distribution in more current and wide range of discourses.

1.6 Thesis Organization

This thesis is organized into five chapters as follows:

Chapter I INTRODUCTION

This chapter covers background of study, purpose of study, statements of problems, limitations of study, and thesis organization.

Chapter II REVIEW OF RELATED LITERATURE

This chapter comprises related literature of attacking and media, local media, interpersonal meaning of Systemic Functional Linguistics, and Appraisal System.

Chapter III METHODOLOGY

This chapter consists of Research Design, Methodology of Data Collection, and Data Analysis

Chapter IV FINDINGS & DISCUSSION

This chapter explains general and specific findings of the study including the type of attitude system employed by Indonesia's local media in reporting attacking incidents, the meaning potentials, and followed by discussion.

Chapter V CONCLUSIONS & SUGGESTIONS

This chapter contains the conclusions of study and suggestions for future research.